



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331795

Schedule Dates 09/19/12-09/24/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR,

Date Entered 09/17/12
Last Modified 09/21/12
Entered By Dana Dixon
CO-OP No
Headline # 06320090
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,382.25
Net Total \$41,832.75
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	53	\$49,215.00
Grand Total:	53	\$49,215.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/21/12	2	:30	5A- 6A (PST)	4			X	X	X			4	\$405.00	\$1,620.00	Seattle (KIRO)	5AM NEWS	9/17/12
2.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	4:57A- 6A (PST)	1	1							1	\$405.00	\$405.00	Seattle (KIRO)	5AM NEWS	9/17/12
3.0	Normal Line / Spot	09/19/12-09/21/12	2	:30	5:58A- 7A (PST)	4			X	X	X			4	\$455.00	\$1,820.00	Seattle (KIRO)	6AM NEWS	9/17/12
4.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	5:58A- 7A (PST)	1	1							1	\$455.00	\$455.00	Seattle (KIRO)	6AM NEWS	9/17/12
5.0	Normal Line / Spot	09/19/12-09/21/12	3	:30	7A- 9A (PST)	8			X	X	X			8	\$225.00	\$1,800.00	Seattle (KIRO)	EARLY SHOW	9/17/12
6.0	Revised Line / Spot	09/24/12-09/24/12	3	:30	7A- 9A (PST)	2											Seattle (KIRO)	EARLY SHOW	9/17/12
6.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A- 9A (PST)	3	3							3	\$225.00	\$675.00	Seattle (KIRO)	EARLY SHOW	9/19/12
7.0	Normal Line / Spot	09/19/12-09/21/12	2	:30	3:58P- 5P (PST)	4			X	X	X			4	\$590.00	\$2,360.00	Seattle (KIRO)	JUDGE JUDY	9/17/12
8.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	3:58P- 5P (PST)	1	1							1	\$590.00	\$590.00	Seattle (KIRO)	JUDGE JUDY	9/17/12
9.0	Normal Line / Spot	09/19/12-09/21/12	2	:30	5P- 5:30P (PST)				1	1	1			3	\$950.00	\$2,850.00	Seattle (KIRO)	5PM NEWS	9/17/12
10.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	5P- 5:30P (PST)	1	1							1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/17/12
11.0	Normal Line / Spot	09/22/12-09/23/12	3	:30	6:30P- 6:58P (PST)							1	1	2	\$550.00	\$1,100.00	Seattle (KIRO)	630PM NEWS	9/17/12
12.0	Normal Line / Spot	09/19/12-09/21/12	3	:30	7:27P- 7:58P (PST)				1	1	1			3	\$625.00	\$1,875.00	Seattle (KIRO)	INSIDER	9/17/12
13.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7:27P- 7:58P (PST)	1	1							1	\$625.00	\$625.00	Seattle (KIRO)	INSIDER	9/17/12

CONFIRMATION CONTRACT

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14.0	Normal Line / Spot	09/22/12-09/22/12	3	:30	6:56P- ENTERTAINMENT THIS WEEKEND							1		1	\$345.00	\$345.00	Seattle (KIRO)	ET THIS WKND	9/17/12
15.0	Normal Line / Prime	09/24/12-09/24/12	2	:30	8:58P- 10P (PST)		1							1	\$7,800.00	\$7,800.00	Seattle (KIRO)	2.5 MEN/MIKE & MOLLY	9/17/12
16.0	Normal Line / Prime	09/24/12-09/24/12	2	:30	10P- HAWAII FIVE-0		1							1	\$7,500.00	\$7,500.00	Seattle (KIRO)	HAWAII 5-0	9/17/12
17.0	Normal Line / Premium	09/19/12-09/19/12	2	:30	7:57P- SURVIVOR: PREMIERE				1					1	\$6,500.00	\$6,500.00	Seattle (KIRO)	SURVIVOR	9/17/12
18.0	Normal Line / Spot	09/19/12-09/21/12	2	:30	11P- 11:35P (PST)				1		1			2	\$1,355.00	\$2,710.00	Seattle (KIRO)	11PM NEWS	9/17/12
19.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	11P- 11:35P (PST)		1							1	\$1,355.00	\$1,355.00	Seattle (KIRO)	11PM NEWS	9/17/12
20.0	Normal Line / Spot	09/19/12-09/21/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN	4			X	X	X			3	\$465.00	\$1,395.00	Seattle (KIRO)	D LETTERMAN	9/17/12
20.0.1	Closed Preempt	09/21/12															Seattle (KIRO)	Separation/Spot -	
21.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$465.00	\$465.00	Seattle (KIRO)	D LETTERMAN	9/17/12
22.0	Normal Line / Spot	09/23/12-09/23/12	2	:30	11P- 11:35P (PST)								1	1	\$980.00	\$980.00	Seattle (KIRO)	SUN 11PM NEWS	9/17/12
23.0	Normal Line / Spot	09/22/12-09/22/12	3	:30	6:57A- 8:30A (PST)							1		1	\$245.00	\$245.00	Seattle (KIRO)	SAT MORN	9/17/12

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24.0	Normal Line / Spot	09/23/12-09/23/12	2	:30	6:57A- CBS SUNDAY MORNING								1	1	\$980.00	\$980.00	Seattle (KIRO)	SUN MORN	9/17/12
25.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	6P- 6:30P (PST)		1							1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/19/12
26.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	6P- 6:30P (PST)								1		\$400.00		Seattle (KIRO)		9/19/12
26.0.1	Closed Preempt	09/23/12															Seattle (KIRO)	Pre-empt/Exception -	
27.0	M/G For 26.0.1 / Spot	09/23/12-09/23/12	5	:30	6:30P- 6:55P (PST)								1	1	\$400.00	\$400.00	Seattle (KIRO)		9/21/12
28.0	M/G For 20.0.1 / Spot	09/24/12-09/24/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$465.00	\$465.00	Seattle (KIRO)	D LETTERMAN	9/21/12

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